Public Documents

HIGHLIGHTS

February 1982 Number 50 GP 3.27:50 Assistant Public Printer (Superintendent of Documents) U.S. Government Printing Office

Superintendent of Documents Appointed by Public Printer

On December 7th, 1981, the Public Printer of the United States, Danford L. Sawyer, Jr., selected William J. Barrett as the new Assistant Public Printer (Superintendent of Documents). The former Superintendent of Documents, Carl A. LaBarre, has recently retired.

Mr. Barrett brings more than thirty years of Federal Service to his new position. Beginning his civilian career with the United States Navy in 1949, he served in a variety of posts including Deputy Director of the Navy Publications and Printing Service Office, Deputy Administrative Officer, and Acting Administrative Officer of the Navy. He came to the Government Printing Office in 1971.

He has served successively as GPO's First Administrative Officer, establishing what was to become the Office of General Services, where he served as Director. He also held the position of Special Projects Officer before his appointment in 1974 as Deputy Assistant Public Printer (Superintendent of Documents). He has been GPO's member of the Interagency Council on Printing and Publications Services and its Secretary.

Numerous articles by Mr. Barrett have appeared in various publications; and he has spoken before many organizations and at many universities. He has also been a newspaper columnist, radio announcer, and Golden Gloves Boxing Champion. Mr. Barrett and his wife Betty have six children and reside in Alexandria, Virginia.

Superintendent of Documents Addresses Midwinter ALA

[The following presentation was given by Mr. William J. Barrett (Superintendent of Documents) to librarians meeting January 24, 1982, in Denver, Colorado, at the American Library Association's Midwinter Convention.]

Thank you. Good afternoon ladies and gentlemen!

I am particularly pleased that Eileen Cooke and Carol Henderson asked the Public Printer, Dan Sawyer, and me to appear before this fine group.

I would like to share with you some of the things that we are doing at GPO—an update in keeping with the nature of this annual session. My remarks will be brief, after which the Public Printer will join me in fielding your questions. Mr. Sawyer will also be appearing on the President's program panel on Tuesday. This is my maiden flight wearing my new Superintendent of Documents Stetson, and I am pleased that it is with my many librarian friends in ALA who have given me tremendous support in my previous position.

One of the most creative developments in the Depository Library Program during the past year came from initiatives taken by librarians in Missouri and New Jersey. Like many other documents librarians they have been concerned with strengthening documents service in their states. To do this, they set about drafting State plans designed to allocate responsibilities and bolster service.

Our Depository Library Council was so impressed by this effort that they asked the Public Printer to "investigate the feasibility of requiring each State to prepare a plan to coordinate the Federal Documents Depository Program within each State."

In response to this, we approached the Association of Chief Officers of State Library Agencies meeting in Santa Fe, New Mexico, and we asked for their assistance and cooperation. Response was excellent.

To date, twenty-three States have responded by designating contact persons to coordinate documents support plans within their States. This effort to strengthen depository services is a qualitative leap which soon will provide greater access to documents to more Americans at less cost. Although the Government Printing Office is encouraging the development of State plans, full credit for them belongs to the librarians who are creating them.

I know that use of microforms is a subject of interest to most of you. GPO began addressing the microform question about eight years ago, investigating the feasibility of producing microforms and identifying the kind and quality most acceptable to the majority of the library community. The decision was to use microfiche; and today we believe we have one of the best systems available, distributing high quality, second-generation diazo microfiche with standard header information for access and retrieval.

Last year marked a new turning point in the move to microfiche when for the first time in memory even the appropriations committees of Congress openly recommended conversion of more microfiche for the Depository Program. Prior to 1981, distribution in microfiche was the exception, microfiche format is now the rule.

During fiscal year '81, 27,993 titles were converted to a microfiche format. This represented a 14½ percent increase over titles converted and distributed to depository libraries during fiscal year '80.

With the assistance of the library community and the Depository Library Council, we developed a microfiche conversion policy aimed at identifying criteria for publications which should remain in hardcopy. A list of publications to be converted has been reviewed by Council librarians; and, at their suggestion, and suggestions of other concerned librarians, a number of publications were kept in hardcopy format. The move to microfiche has eased space problems in libraries, made it possible to actually house more titles, and provided the taxpayers with dollar savings along with greater access to documents. Because of these factors, the Library of Congress has now proposed that distribution of Government documents to our 83 foreign library exchange partners be made in approximately 90% microfiche, and 10% in hardcopy. This will allow the exchange function to continue as a viable program and if any of the foreign countries wish to supply their publications to the Library of Congress with microfiche instead of paper in return, LC will be more than glad to accept.

As relates to the overall use of microfiche in the Government, we are currently preparing to approach the Office of Management and Budget with a proposal that will help reduce costs for essential Government publications by providing a mechanism for Government agencies to publish in microfiche. Our proposal is to establish a GPO "general purpose micropublishing contract" which can be used by all Government agencies. It will enable them to efficiently and cost effectively contract for microfiche production of the kind and quality used in the Depository Library Program. Besides reducing publication costs, this approach will be a giant step toward Federal microfiche standardization; providing standardized access and bibliographic control along with assuming maximum quality and preservation attributes.

Another area we are exploring in order to increase access to Government documents involves developing a central locator capability. At present there is no central point where either the public or Federal agencies can go to locate information about Government publications. Since the Government Printing Office is charged by law to provide a catalog of all Government publications, we are in a unique position to be responsible for a central Federal locator data base to Government publications.

A long standing concern of libraries and publishers, in the United States and abroad, is for the use of international standard book numbers and international standard serial numbers in publications. Great Britain, and many other nations provide these numbers as a matter of course in their publications. They greatly facilitate sales and distribution of publications.

GPO is taking a new look at this expressed concern of the international library community. Use of the ISBN may be the identification device to provide a means for control to reduce unnecessary spending in the development and printing of publications.

We intend to confer with OMB and the Library of Congress during 1982 to see if we can fully implement to ISSN program for Government serials.

Various refinements in our automated systems are underway. One of these, the depository distribution information system or DDIS, is scheduled for implementation this spring. DDIS is designed to streamline internal processing and improve services to depository libraries.

The depository distribution information system has the capability of generating a union list which will provide bibliographic and descriptive information about publications going to depository libraries, with an identifying number for selecting depositories. For each active item it will provide the name of the issuing body, class, stems and titles for all associated classes, and in most cases, a description of the item like those which appear on survey cards. This information will be followed by depository library numbers for all selecting depositories, including regionals. Since library numbers are assigned by state, e.g. 0387 through 0436B for New York, it will be easy to identify selecting depositories in any given state. An appendix will provide complete addresses and telephone numbers for all depositories. The union list of item selections will be produced quarterly in microfiche format.

Another one of our ongoing automation projects is our proposed cataloging system, CATS for short. It is to be an in-house, on-line cataloging system which will decrease the lead time for the production of the Monthly Catalog, enabling closer adherence to statutory requirements. It will also provide greater control of data, promoting accuracy and efficiency, increase productivity through automation of manual operations, and provide capability to participate in the sharing of data resources and cataloging input. We are investigating a number of systems to be used in this effort and hope to have CATS operational by late 1982.

Though faced with our usual year end problems, we are going to make improvements in the Monthly Catalog in order to make it a more efficient and effective cataloging reference tool. A new feature of the Monthly Catalog, introduced in 1980, was the KWIC index, now a permanent part of the catalog. You will see a new compressed format for bibliographic entries in the January '82 issue. During 1982 we are going to explore the feasibility of issuing a microfiche catalog with cumulated indexes for improved bibliographic access. It should be an exciting year.

I don't recall what the dedication of the New Year for the Chinese is this year, but 1982 is shaping up in the library world as the year of the Federal depository library program. With Government agencies hard hit by budget cuts, many are dropping their own distribution programs and asking to come in on the Federal program. The move is on to bring separate distribution programs under the cost-efficient umbrella of the Federal Depository Library Program. This year will see the GPO make an all-out effort to heighten public awareness of depository libraries as the most efficient means of economically providing useful information to the American people.

Many of you have expressed some concern over the Public Printer's announced proposal for closing all GPO field bookstores as well as four such stores in Washington, D.C. Accordingly, I'd like to take a few minutes to try to allay those concerns and hopefully with Mr. Sawyer's help answer any questions which you may have concerning the proposal.

As some of you may be aware, Mr. Sawyer brings to the office of Public Printer a rich background in business with special talent in marketing, advertising, and cost accounting. Drawing on that background, he undertook a personal comprehensive review of all GPO programs even before his actual confirmation hearing was scheduled. As a result of that review, he was aware that he would have to take some fundamental actions to make GPO the cost-effective and efficient operation intended by the Congress when it created the agency. His primary concern was that programs intended by law to be financially self-sustaining, in fact be financially self-sustaining.

In reviewing the general sales program, it was clear to Mr. Sawyer that the self-sustaining statutory mandate was far from being achieved. Indeed he found that the sales program was subsidized to the extent of $6.6 million in 1979, $3.2 million in 1980, and $9.7 million in 1981. It was clear that some immediate measures were needed to turn this adverse financial situation around, while at the same time improving the quality of service to the three branches of Government and the public. Mr. Sawyer's analysis showed that a massive reduction in wasteful and very costly inventory build-up was the most aggressive initial step that had to be undertaken and he ordered that on an immediate basis. Other strong measures were also immediately undertaken to improve the financial posture of the sales program. One such proposal was the closure of the bookstores.

The basic reason for this action is that our out-of-town stores never have, do not now, and never will serve more than a small part of a few metropolitan areas, and that they do this at an unjustifiably high cost. The fact is that the majority of Americans do not have ready access to bookstores, and even if they did, the stores carry only 10 percent of the titles available.

Our contacts with the leading commercial booksellers tell us that they consider that a bookstore serves only those people that live or work within a 4 to 6 mile radius of the store. Our mail order system reaches the entire Nation.

It may be of interest to you to know that Mr. Stanley J. Fenvessy, President of Fenvessy Associates, Inc., a New York management consultant firm specializing in retail distribution businesses, has advised GPO that our mail-order processing now ranks among the top commercial mail order houses in the country. So it appears that GPO should concentrate and improve on what it does best, and to rechannel its resources to increase public awareness of Government publications and permit the GPO sales program to operate on a cost effective basis. We are about ready now to announce that with acquisition of a new telephone system, we will place a credit card or deposit account order in the mail 24 hours after receipt.

The costs of operating the out-of-town bookstores are unjustifiably high because inventory control, and the required financial controls, are complicated and expensive with stock in 20 different locations. The mandatory surveillance of funds and inventory by our auditors is time-consuming and involves travel and per diem costs. On certain transactions GPO incurs double shipping and packing costs: once, when the books are sent to the store and again when the store sends them to the customer. Recordkeeping alone is increased by a multiple of 20 times.

Thousands of commercial bookstores are operating in cities throughout the country because that is their expressed method of doing business. They do not choose to operate mail order houses. GPO excels now in the mail order industry and we should stick to what we do best in order to make the sales program financially self-sustaining.

At the same time, Mr. Sawyer became concerned that the best measures for reaching the public through mail order sales were not being undertaken, and that the public was generally uninformed about the tremendous resources available through the depository library system. To overcome these deficiencies, he proposes to invest 3 percent of gross sales—about $1.5 million of estimated sales revenues of $50 million—in a strong marketing program and for the first time in GPO history, has created a marketing director's position on his own staff to oversee this effort.

His aim is to use the $1.5 million for in-house preparation and placement of marketing information directly with the media, taking maximum advantage of the considerable talents of GPO's highly skilled design and graphics technicians and the free public-service announcements readily available in the various communications media to a unique Government agency like GPO. His belief is that this combination can be used to magnify the $1.5 million dollar expenditure to generate a marketing program equivalent to $8.5 million, or more, in commercial advertising. The program will promote both mail order sales and public awareness of the Depository Library Program.

I believe that there has been some misunderstanding concerning our promise to promote the depository library system to the public. I believe that some librarians think that we are expecting depository libraries in cities where we have bookstores to service customers who would have come to the bookstore. That is not our intention. We plan to promote the hell out of creating an awareness of depository libraries. If they know you are there, fine, maybe they will come in and use your Government documents. But if they want a copy to keep, we want them to know that we can get it to them in the mail from Washington in a reasonable timeframe.

Our new marketing director has commenced plans for promoting depository libraries. Already in the planning stage is a public service announcement campaign which will inform the entire country of the vast storehouse of knowledge available and waiting to be used in depository libraries.

I am not in a position to give you dates that these announcements will begin in radio, television, print, outdoor, and transit advertising, because we are awaiting an answer from the Advertising Council to our request. If we fail to get Ad Council backing, however, we are going to proceed with our own resources.

Now, to show you that we are willing to put our money where our mouth is, I want to tell you that we have already developed a liaison with NELINET which had planned a campaign to stress the information services which depository libraries provide free to the public. NELINET formed a Government documents task group and became a client of the Boston University Ad Lab, a faculty non-profit directed model advertising agency. GPO is interested in this campaign. We have just learned that Boston University has deferred support for at least one year. Mr. Sawyer is very interested in the possibility of assisting in these kinds of campaigns and we have asked our general counsel to look into the legality of such assistance. Moreover, I believe that the Public Printer intends to ask our appropriations committees for specific authority for a new line item in our 1983 budget for 3 percent of our depository appropriation to be devoted to marketing the depository program.

To those librarians who question the wisdom of closing a profitable bookstore, let me say that a specific bookstore can be profitable, and at the same time GPO could be better off by closing it. This is because, if the store is closed, the overall net profit to GPO could be greater than it would if the store remained open. In the case of the out-of-town bookstores, closing them will eliminate more costs than it does revenue. Therefore, GPO is financially better off to close them.

And to those who have asked if GPO plans to improve marketing, why not devote more marketing to bookstores, I say it would be an unwise allocation of marketing resources to promote sales through GPO's least cost-effective distribution system.

The changes in the GPO sales program that I have outlined, are analogous to those that are mandatory if a commercial enterprise is to survive. Successful businesses, particularly those in retail sales, constantly monitor marketing strategies to reduce distribution costs. They evaluate alternatives and select those that are most cost effective. This is exactly what the Public Printer is doing. Now that we have automated our order processing system, it is much more efficient to operate from our central location where the customer has access to every publication in the inventory, than it is through 20 out-of-town bookstores. This action by GPO is precisely what a prudent manager of a commercial organization would do to reduce cost and give better service. We

should expect no less from a Government retail sales organization. In fact, such action is a solemn obligation that a Government manager has to the citizens he works for.

That concludes my presentation. I hope that all of our friends in the library community will support our effort to create more awareness to the public of all Government documents, not just the few popular publications that our bookstores were able to offer.

As Dan Sawyer and I prepare to take your questions, I am reminded of General Custer's last words as he looked out at the on-rushing Indians, turned to his aide, and said, "Lieutenant, they look friendly." Thank you!

Public Printer Speaks to ALA and Librarians World-Wide via Satellite Broadcast Hookup

[Following are the remarks of the Public Printer of the United States, Mr. Danford L. Sawyer, Jr., at the ALA Midwinter Convention speaking on the theme, "Marketing: A Key to Surviving and Thriving," on January 26, 1982.]

Good morning. It is an honor for me to join such distinguished colleagues on your President's Program Panel. You may not be aware of it but the ties that exist between the library community and the Government Printing Office go back more than 100 years. Our Depository Library System, now serving more than 1,300 libraries nationwide, was formally established by Congress in 1895 and before that time—Government documents were provided to libraries upon request.

Today, as your organization places a year long focus on "Marketing, A Key to Surviving and Thriving," these ties to GPO can become even stronger. The theme you have selected for 1982 could just as easily have been selected by me when I arrived at GPO this past August. So, I am particularly delighted to have an opportunity to serve on this panel and to explain to you what plans I have in store for GPO, the Depository Library System and our marketing program.

As with many Government organizations these days, it is essential that GPO prove its need to exist. President Reagan has made it quite clear that unnecessary programs and overhead have no home in his Administration. As a part of that Administration, I wholeheartedly support the President's goals. Therefore, it is one of my first responsibilities to prove the worth of such GPO efforts as the Documents' Sales and Distribution Programs, or if their value cannot be substantiated, to eliminate them.

No one questions the American concept of the public's right to know. It is an idea rooted in the founding principles of our Nation. Libraries, as well as the functions of a Superintendent of Documents, have been established in part to fulfill that need of our populace—without causing undue financial burden.

But, a public unaware of what is available from their Government or from their local library cannot be expected to utilize even a minimum of these resources. This is where our marketing effort must play a key role.

You may find it as hard to believe as I did—but until only a few months ago—there had never been a marketing director in the 120-year history of the Government Printing Office. I have created and filled that position with Donald Fossedal, who brings broad marketing experience to the post.

Although only in its early stages of infancy, our marketing program has already taken its first steps and we are eagerly waiting its maturation.

I would like to give you some details of our program and proposals—especially in those areas affecting the library community.

First, it is my decision to close 23 of the 27 GPO bookstores nation-wide, leaving open only four of those in the Metropolitan Washington area. On the surface this action may appear contrary to our goal of reaching more customers. However, we believe our alternatives to the bookstores provide a far better means of reaching the public.

The original bookstore was opened in 1921 at the main GPO complex to facilitate pickup of eagerly awaited publications such as the President's Budget or the Congressional Record. It was never intended as an extension of our mail order operation, but only as a means of enhancing GPO's tradition of service to the governmental community.

When the first out-of-town bookstore was opened in Chicago in 1967, it was a part of a cooperative experiment between the Administrator of the General Services Administration and the Public Printer. Space was made available for the bookstore at no cost to GPO. In 1975, GSA was placed on a modified revolving fund accountability program. Overnight, GPO was faced with paying high rental fees for its then more than 20 bookstores located in Federal buildings. With a mandate from Congress that the GPO Sales Program break-even or operate on a self-sustaining basis, I believe the bookstore experiment at that time in 1975 became an experiment that failed and should have been terminated at that time. Closing the 20 out-of-town bookstores alone will save over $1 million in operations expenditures, money which I believe can be far better utilized within our new marketing program.

In the past few years, automation advances within the retail order processing system have given us the ability to process orders faster and better—without adding to our current staff. Therefore, the capacity exists right now in our mail order system to absorb 100 percent of the volume of bookstore orders with no increase in GPO retail order processing costs.

The key to this program is an informed public, able to conveniently order the Government publications they desire. Eighty-three percent of GPO's sales are to schools, businesses, and Government organizations. These institutions buy Government documents because they need them and will continue to purchase these documents no matter whether it is through bookstores or directly from Washington. The general public makes 17 percent of our documents purchases, however, and it is to this audience that I want to direct the majority of our marketing effort.

We plan to invest 3 percent of our gross sales of about $50 million directly in marketing, a commitment of $1.5 million annually. Although commercial enterprises often invest as much as 10 percent of their annual gross in advertising, we believe that our unique status as a Government agency provides us with certain advantages not available to the commercial sector and which should make our 3 percent investment adequate.

I would like to briefly outline our documents marketing plan for you, as we envision it unfolding. It is appropriate that I start with our public service campaign which we plan to conduct in two primary areas. The first of these campaigns will be directed to the general public describing the wealth of information available for sales from the Superintendent of Documents. It will be an all encompassing generic-type campaign—an effort to make the entire population aware of the Government's document sales program. We will have to pay initial production and distribution costs, but media time and space is made available as a public service.

The second public service announcement campaign will be keyed to promulgating the existence and use of the nationwide Depository Library System. It is a campaign effort we believe will be mutually beneficial to your libraries and to our sales program. With the public made more aware of the Depository Library System, use of these library facilities should increase measurably. As this use increases, we hope the public will find enough interest in the various publications they find in the libraries to want to purchase some of them for themselves.

I am going to take the opportunity right now to ask for your support in this effort. We already have a brochure in the production stages describing the Depository Library System which we would like for you to display and distribute throughout all your libraries. We have included the means for each library to personalize the brochures for their individual use. In conjunction with radio and television public service tapes which we will also provide, libraries should be able to mount their own localized marketing program—at no real expense to them, at little cost to us, and to the mutual benefit of us both. In addition, a generic counter card and holder have been developed as a part of our overall marketing effort for display in libraries. These are programs, that our marketing director would like to see underway in the very near future.

There are several other major marketing ideas which we have already adopted or plan to initiate in the near future which I thought you might be interested in hearing of, even though they less directly affect the library community.

In the past we have sold small numbers of publications through commercial bookstores, offering our 25 percent discount rate. By increasing our discount to the 40 percent traditional to this industry, we have reason to believe you will soon be seeing separate "Government" sections in many commercial bookstores. In this way hundreds of stores, carefully situated to meet the needs and interests of the customer, can far surpass the job we were able to accomplish in a meager 20-some Government bookstores. I will seek Congressional approval of a change in Title 44 to allow us to offer the traditional 40 percent discount.

There are other commercial outlets in which we intend to expand. Already we have had success placing carefully selected documents in such places as Walt Disney World, Presidential libraries, military exchanges, and the Air and Space Museum in Washington. Skilled market research should enable us to utilize these unique kinds of establishments for specialized sales efforts and we have no reason to believe that we need stop with this country. There are obviously specialized foreign markets eager to handle some of our publications as well.

Our entire Documents catalog program has been revamped. We hope to put into publication very soon a new 64 page catalog of our best selling items. It will be issued quarterly, only to those who request it in writing. A very simple publication, which will come out every 2 months, will provide the titles of any new publications and any annotations when necessary for subject clarification.

There are at least three remaining areas which we believe will add enormously to our public exposure while costing very little in terms of valuable marketing and taxpayer dollars.

The first area involves a variety of direct mail campaigns. We are fortunate to have developed what we call a Notification Key series which contains over 300,000 addresses organized into 86 categories of interest. With the use of inexpensively produced promotional flyers, we should be able to get information on certain titles in the hands of those individuals or organizations most interested in them.

Even simpler is a plan to place inserts in filled orders, describing publications in the same field as those purchased by the subscriber. In this way information is sifted to individuals with an acknowledged interest in a particular area and with no separate mailing cost involved.

This diagram points out the ability we will have to cross-match our promotional vehicles with the various market segmented lists. It is our example of the "Rifle" approach to marketing rather than the "shot gun" approach. We should be wasting very little ammunition by reaching specific customers with information on specialized publications and that, of course, is one of our goals.

The second area involves the use of organization newsletters, often an important link between headquarters or management and any number of professional associations, civic organizations, or large corporations. For some time, we have received continuing coverage of some of our publications in such well-known commercial vehicles as the "Kiplinger Letter" and the "U.S. News Washington Letter". We hope to expand this avenue for sales, reaching special interest newsletters with information on publications in their field of interest on a regular basis.

One of the best of the low-cost, high-return marketing efforts is potentially the DIALOG service provided by the Lockheed Corporation. Over 13,000 organizations currently subscribe to the service providing on-line access to over 100 bibliographic data bases, including

GPO's publications reference file. Subscribers include special and public libraries (as I am sure you know), businesses, research firms, and information brokers. Adding to our utilization of the service to include DIALORDER, a segment of the DIALOG program, GPO's entire inventory will be made available for on-line ordering. In a 1-day test with DIALORDER, over 500 orders were received. We easily envision sales of over $1 million annually through this service which can provide 72-hour delivery time on publications requested by professional customers through DIALORDER.

As you can no doubt tell, our new marketing office has been extremely busy and its work has really only begun. My fellow colleagues here have already given me some other ideas today which I am eager to carry back to the Office. As I pointed out earlier, one of the keys to making our effort successful lies in making the American public aware of the fine Depository Library System available to it. We at GPO will be doing all we can to give you help in marketing this system in each of your individual libraries—and I hope we can count on your support as well. Working together in this area, I don't see how we can fail to attain our joint goals of bringing more individuals to our libraries and providing them with the vast resources available from their Government.

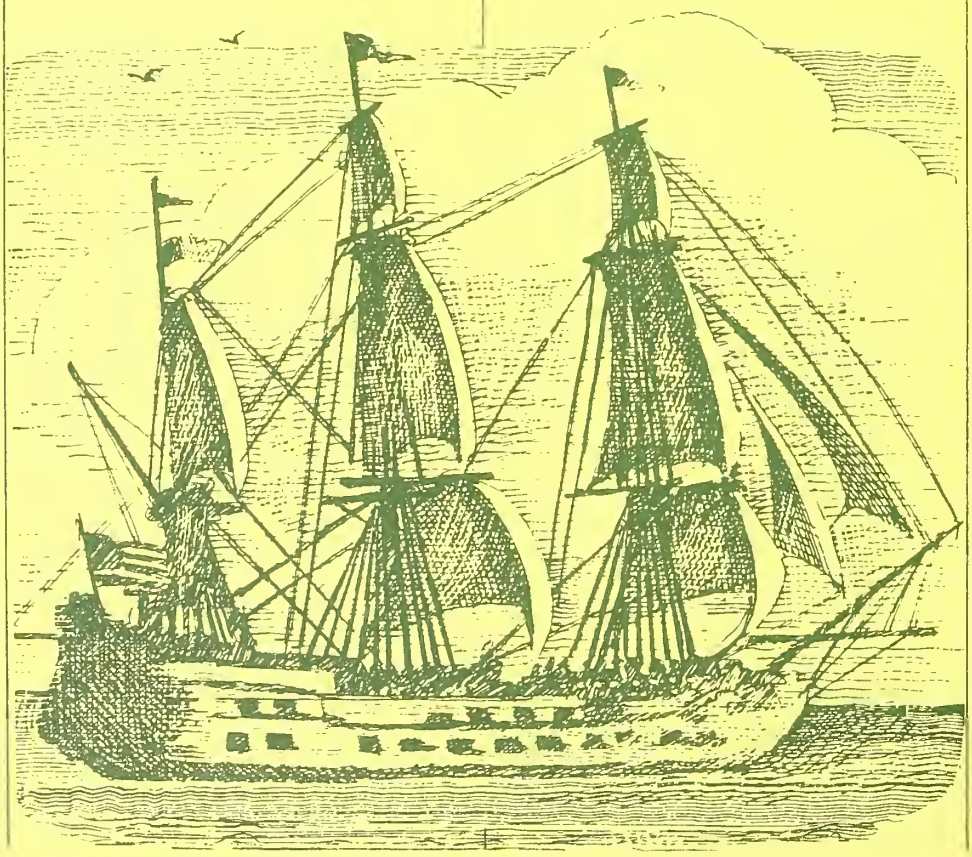
Thank you again for inviting me to join in this panel today.

Depository Library Council To Meet In Historic Boston, Massachusetts

The Depository Library Council to the Public Printer will hold its Spring meeting where America's struggle for independence began, Boston Massachusetts. Registration will begin on Sunday, April 25th, with an informal get-together for first-time attenders, new Depository Librarians, as well as old hands. Meetings will take place on April 26th, 27th, and 28th, with special emphasis on the progress of state plans designed to strengthen the Depository Library Program. The place will be:

The Boston Park Plaza
Hotel and Towers
Arlington Street at Park Plaza
Boston, Massachusetts 02117

Everyone interested in depository libraries is most welcome to attend and participate. A block of single rooms has been reserved especially for librarians. Reservations should be made early as the Spring season sees visitors walking the Freedom Trail, knocking on the door of Paul Revere's House, or crossing the gangplank of the U.S.S. Constitution. Special rates will be available to those travelling with Government orders, or with Government identification, specifying attendance at the Council meeting and registering by April 5th. Just call the Reservation Desk at either the toll-free number, **(800) 225–2008**, or the regular number, **(617) 426–2000**; and for any special needs ask for Ms. Donna Millis, Reservation Director.



List of Items Praised

[GPO has received an enthusiastic response from depository librarians using the LIST OF ITEMS produced last year. The following letter, which mentions how the LIST was utilized, is typical. We very much appreciate the kind words.]

Thanks to the producer of the LIST OF ITEMS FOR SELECTION BY DEPOSITORY LIBRARIES (GP 3.22:981/1). It has helped us greatly in updating our item selection cards with the proper classes and titles.

Bravo! and Thanks!

Sincerely yours,
Henry Terrill
Documents Librarian
Harding University
Searcy, Arkansas

New Deputy Assistant Public Printer Appointed

Assisting GPO's new Superintendent of Documents will be Mr. Michael F. DiMario. The Public Printer has selected him to be Deputy Assistant Public Printer (Superintendent of Documents).

Mr. DiMario has worked with the Government Printing Office since 1971 and has held a number of posts, including: Personnel Staff Assistant, Assistant Administrative Officer, Director of General Services, Labor-Management Specialist, and Deputy General Counsel. He is a graduate of Davis and Elkins College and Georgetown Law School, holding degrees in history/political science, and law.

Regional Progress Takes a New Turn

1981 witnessed little outward change in states lacking regional depository service. There were no new regional depositories added during the year. However, with more than half the states working on state plans supportive of the depository library program, new developments are possible.

One leader in the state plan movement is Missouri, which lacks regional service. The Government Printing Office is carefully studying their state plan which calls for shared responsibility for regional service. Missouri librarians may very well have come up with the solution to meet their needs.

Monthly Catalog Corner

The "bibliographic data sheet" as it relates to cataloging has recently been an item of concern at GPO and other agencies. For those libraries which follow GPO cataloging practice, we would like to clarify our position regarding the "bibliographic data sheet" (also known as "technical report documentation page," "technical report data," "report documentation page," etc.).

Under AACR 1, the Government Printing Office, in an agreement with the Library of Congress and the Joint Committee on Printing, had treated the "bibliographic data sheet" as a prescribed source of information. When GPO switched to AACR 2 in October 1980, however, GPO personnel in charge of cataloging policy wished to adhere as strictly as possible to the new rules. The AACR 1 policy was therefore not carried over to AACR 2.

AACR 2 places great stress on prescribed sources of information for the different areas of the bibliographic description.

For the title, statement of responsibility, and edition statement for books, the designated prescribed sources of information are defined as the title page, other preliminaries, and the colophon. The AACR 2 glossary defines the preliminaries as "the title page or title pages of an item, together with the verso of each title page, any pages preceding the title page/s, and the cover." The "bibliographic data sheet" *per se* is not included as a prescribed source, although it fortuitously becomes one in some documents, when printed as part of the cover, or when bound in front of the title page.

Except in those cases, GPO does not treat the "bibliographic data sheet" as a prescribed source of information for the title, statement of responsibility, and edition areas. However, two important pieces of information frequently appear on the bibliographic data sheet: the contractor and the contract number. GPO will include both of these items in the cataloging record. In addition, the name of the contractor will appear in the *Monthly Catalog* author index, and the contract number will appear in the series/report number index. GPO is therefore following AACR 2 regarding prescribed sources for the title and edition fields, but is using the "bibliographic data sheet" as a supplementary source of information for other fields.

THE MOST ATTRACTIVE BOOTH AT MIDWINTER ALA in Denver, Colorado, where LSDS staff member Joe Mahar displayed GPO publications and answered questions. He is seen here with Librarian Victor Schormann of Northern Illinois University's Founders Memorial Library.

Document Reviews

[HIGHLIGHTS welcomes short reviews by depository librarians of significant recent documents. Just send them typed double spaced to the Editor. Our most recent contributions are by, respectively, Dr. Annie E. Mills, Documents Librarian, The University of Mississippi; Ms. Ann Bevilacqua, Reference/Documents Librarian, Fackenthal Library, Franklin and Marshall College; and Ms. Faye Finlay, Documents Librarian, Otto G. Richter Library, University of Miami/Coral Gables.]

Fort Huachuca: The Story of a Frontier Post. By Cornelius C. Smith, Jr. (Washington, D.C.: U.S. Government Printing Office, 1981.) Pp. xvi, 417. Paper. $8.00. D 101.2:F 77hu. Item No. 325. (Available through GPO, Stock Number 008–020–00872–9.)

This book is a history of one of the most interesting old forts in the Southwest. "Fort Huachuca, Arizona, is a unique and colorful place. Given its location, character, and the remarkable things which have happened there through the years, it could scarcely be otherwise. Born of necessity, nurtured in hardship, and vulnerable to savage attack in its formative

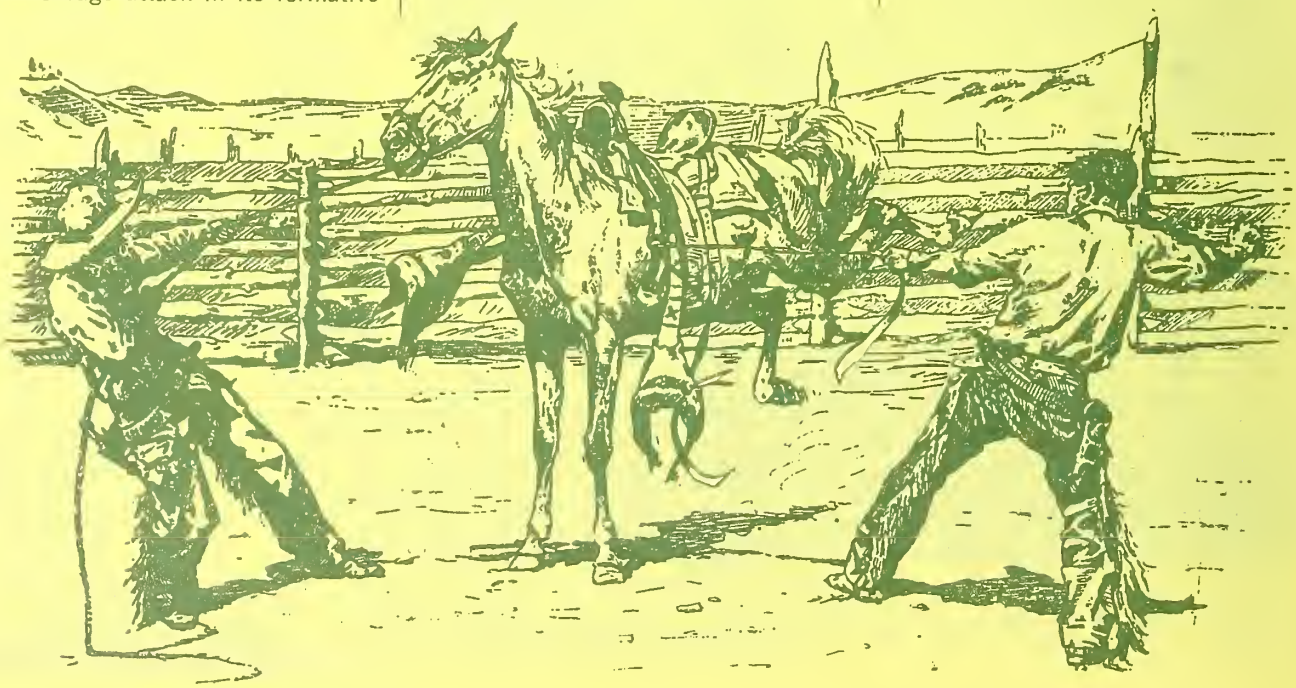
years, the post served courageously to protect an ever-increasing influx of settlers into a wild and fearsome territory."

Captain Samuel Marmaduke Whitside chose the site for what was to become Fort Huachuca on March 3, 1877. There was a good supply of grass and water; and the site commanded a beautiful and, at the same time, a strategic view. It began as a camp, but was later designed as a fort. It was established to protect settlers in the region. From this fort men were later to sally forth and chase Geronimo, Pancho Villa, and a "good" Indian turned "bad," the "Apache Kid."

The author has told of the establishment and development of the fort, as well as written of the men who commanded and led at Huachuca. He has described the post from the time it was in a wilderness country to the time it became a thriving post of many buildings and streets. Events surrounding the Indian pursuits are described, along with the roles played at Huachuca by the Buffalo Soldier and the Indian Scout.

During the century-long history of the fort there were times when it seemed no longer needed. One such occasion was following World War II. But the fort did not cease to be, instead it entered the era of electronic warfare. In this way the fort which started out as a camp to protect settlers evolved into a communications center vital to the security of the nation.

The book is well illustrated with photos and maps. There are reproductions of documents, an extensive bibliography, a list of post commanders, hospital commanding officers, major units stationed at the fort, and a chronology covering the period from 1540 to 1975. This makes interesting reading for anyone who enjoys history or learning about historic places.



Food Problems and Prospects in Sub-Saharan Africa: The Decade of the 1980's. A Report by the Africa and Middle East Branch, International Economics Division, Economic Research Service, U.S. Department of Agriculture. (Washington, D.C.: U.S. Government Printing Office, 1981.) Pp. xviii, 293. Paper. A 105.22:166. Item No. 42–B. (Available in Depository Libraries, not for sale by GPO.)

The balancing of world food production to meet the needs of the world's population is a topic of great concern in many of the developed nations of the world. The United States Department of Agriculture has studied this problem in their recently released *Food Problems and Prospects in Sub-Saharan Africa: The Decade of the 1980's.*

The region south of the Sahara faces the critical problem of having a population which has outstripped food production for the past two decades. This study, compiled by country experts and supplemented by visits to several of the countries, covers the causes, consequences, and future expectations of this crucial world food problem.

In-depth analysis of the food supply and demand is done for each region. There is a comprehensive report of policies affecting food supply with a lengthy discussion of models, projections, and scenarios. The study is supplemented by various tables, figures and appendices, all of which greatly enhance the usefulness of the work. It is technically marred somewhat by the omission of an index.

On the whole, it is an impressive and timely study of an important issue; and it deserves to be in any college or university library which supports a program in the social sciences.

Subject Index to Current Population Reports. (Current Population Reports Series P–23, Special Studies, No. 109.) By Thelma Hall and Catherine O'Brien. (Washington, D.C.: Commerce Department, Census Bureau, Data User Services Division, 1981.) Pp. 49. Paper. $3.25. C 3.186:P–23/109. Item No. 142–C. (Available through GPO, Stock Number 003–001–91522–7.)

This work is an excellent resource to access one of the most important sources of information for population and a wide variety of topics. For the first time, a full bibliographic inventory of the Current Population Reports, 1945–1980, has been undertaken (excepting reports in the Special Censuses Series).

The index is divided into twenty sections. Each section is preceded by a concise introduction which gives pertinent information about what is offered in that particular P-Series. Each individual publication is listed by subject, series number, year covered, area or level of coverage, and title. Anyone who uses this work will find in it a valuable tool, a time-saver, and a ready resource.

On Caring for Microfiche

During 1982, depository libraries can expect to see an increase in the volume of microfiche coming from the Government Printing Office. Regional depositories, which receive everything in the Depository Library Program, may expect about 28,000 titles, and should plan to allocate some 93 linear feet of file space. The average selective depository library is likely to choose 30% of this output, or about 8,400 titles for the year. An allocation of 28 linear feet of file space will meet this need.

In caring for microfiche, one should begin by remembering the three types: diazo, vesicular, and silver halide. Know what kinds your library presently has and is receiving. It is not easy to tell them apart by sight; however, a film expert or a chemist can test to tell which is which, if necessary. The expert will also point out that diazo and vesicular fiche are generally on a polyester base, whereas the silver fiche contain silver halides suspended in gelatin generally on an acetate base. Different procedures for storage and handling will enhance life of each type of microfiche.

DIAZO. The Government Printing Office, through its Depository Library Program, sends out diazo microfiche. These fiche, when properly cared for, are quite durable and can last 50 years or longer. They stand up well to patron use and are resistant to high temperatures (100°F). However, ultra-violet light will damage the image, as will leaving them exposed on a window sill for a month. Storage is best in acid free cardboard boxes with covers, and/or being loosely packed in metal filing cabinets. Uncovered fiche collect dust and can be scratched or stick together.

VESICULAR. Although the Government Printing Office does not produce vesicular microfiche, it does receive some from Government agencies and distributes them. Vesicular microfiche should be stored separate from both diazo and silver halide in their own file cabinet.

SILVER HALIDE. At one time, the Government Printing Office sent silver halide microfiche to Regional depositories only. Many firms sell silver halide microforms and stress their archival quality. Ironically, silver halide fiche best retain archival quality if rarely used. But frequent use with ungloved hands will wear them quickly. A number of conditions need to be met to help silver halide fiche retain archival standard.

(1) Store the fiche in a room that is under 80°F and with 20%–40% humidity. Air conditioning is appropriate.

(2) Store the silver fiche in a different room or in separate cabinets from diazo or vesicular fiche.

(3) Don't use rubber bands on any fiche, but especially not on silver. Rubber emits sulphur dioxide and provokes color spots called measles.

(4) If you paint a room, remove all fiche beforehand and let the room air for two weeks before bringing the fiche back.

(5) Make sure envelopes, boxes, and dividers are acid free.

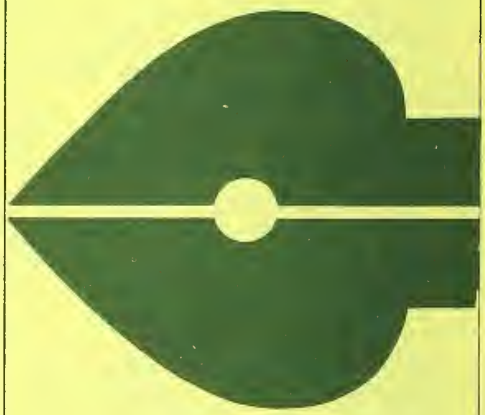
(6) Avoid plastic boxes which can adversely affect fiche.

(7) Avoid keeping fiche in rooms near photo copiers and chemical duplicators.

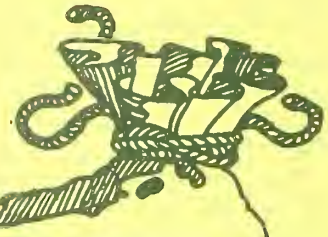
(8) A storage vault might best protect silver fiche from urban and industrial air pollution, gas fumes, etc.

GENERAL CARE. The envelopes which hold GPO microfiche are acid free, as are inserted dividers. If you wish to write on an envelope with ink, or use a rubber stamp, acid free ink should be used. Before writing on an envelope, remove the fiche. This will avoid making an impression on the fiche. If it becomes necessary to wash microfiche, approved film cleaners should be used. Lastly, testing the library's fiche every two years is a good idea. Examine 1% of your collection; note in a logbook the fiche examined and their condition. Try to discover the causes of any problems and take corrective action.

EQUIPMENT. The National Micrographics Association (8728 Colesville Road, Silver Spring, Maryland 20910; PHONE: (301) 587–8202) regularly updates and sells a booklet entitled, *How to Select a Microform Reader or Reader Printer.* They carefully describe the features librarians should consider when selecting equipment. Bear in mind that GPO microfiche use magnifications of 24X and 48X.



Should you have any further questions, feel free to write to the Library Division, or call Mr. Duke Spence, Chief, Micrographics Section, at (703) 557–1100. Remember, proper care and use of microfiche will save both space and money in the days ahead.



From the Mailbag

[Depository librarians' ideas are always welcome in HIGHLIGHTS and are very much appreciated by documents people. An example of this is the response to two such shared ideas which appeared in our August 1981 issue. Keep those good suggestions coming!]

Dear Friends:

I thought it was time to drop a note thanking you for the great suggestion of making pamphlet boxes out of GPO depository shipment boxes, which was printed in PUBLIC DOCUMENTS *HIGHLIGHTS*.

We use the system all the time now. Your boxes really work better than the expensive "store-bought" cardboard pam boxes, of which we could never get enough anyhow.

The only people not happy with the system are the mailroom personnel, who liked to use GPO boxes for interlibrary loan, for shipments, etc.

Sincerely,

Mrs. Carolyn W. Kohler
Head, Government Documents
The University of Iowa Libraries
Iowa City, Iowa

Public Documents Highlights is circulated bi-monthly by the Superintendent of Documents, Washington, D.C. 20402, and is mailed at first class postage rates. **Public Documents Highlights** is intended primarily for librarians of the Federal Depository Library Program. Material proposed for circulation may be submitted to the **Editor, Public Documents Highlights, Library and Statutory Distribution Service, U.S. Government Printing Office, Washington, D.C. 20401.** The Superintendent of Documents, however, retains the right to accept such material, to edit it, and to assign priorities of circulation.

New Depository Libraries

We would like to welcome the following libraries which became depositories during 1981:

U.S. Department of the Interior
Alaska Resources Library
Anchorage, AK 1051

University of Alaska–Juneau
Juneau, AK 0020A

U.S. Court of Appeals
9th Circuit
Los Angeles, CA 1052

Yale Law School Library
New Haven, CT 0076A

District of Columbia Court of Appeals Library
Washington, DC 0099A

John Marshall Law School Library
Chicago, IL 0157A

Harvard Law School Library
Cambridge, MA 0261A

Mississippi College Library
Clinton, MS 0311A

University of Nebraska–Lincoln
Lincoln, NE 0344A

Fiorello H. LaGuardia Community College Library
Long Island City, NY 0409A

Columbia University
School of Law Library
New York, NY 0405A

University of Toledo
College of Law
Toledo, OH 0486A

South Texas College of Law Library
Houston, TX 0609A

George Mason University
School of Law Library
Arlington, VA 0640A

U.S. Court of Appeals
9th Circuit
Seattle, WA 1053

University of Wisconsin
Law Library
Madison, WI 0663A

DEPOSITORY LIBRARY PROGRAM DISTRIBUTION FOR THE YEAR 1981

	Shipment	Paper Copy	Microfiche	Bills	Surveys
January	164	2,169	1,542	633	40
February	101	1,905	1,301	478	38
March	130	2,565	1,265	1,383	24
April	120	2,054	1,245	2,014	30
May	101	2,031	1,632	395	12
June	101	2,169	1,911	483	17
July	169	2,002	2,197	464	14
August	155	1,925	1,719	30	16
September	122	1,525	1,301	0	7
October	112	1,522	840	0	2
November	134	1,254	1,318	0	4
December	95	1,243	1,044	0	7
Totals	1,504	22,364	17,315	5,880	211

Active Item Numbers in the Program (December 1981) 5,401
Number of Titles Processed (Calendar 1981) 45,559